

# THE DOMINO STRATEGY™

ON HOW TO DRINK RESPONSIBLY.



# What is *The Domino Strategy?*

*The Domino Strategy on How to Drink Responsibly* is a social marketing campaign that encourages Sailors to pay attention to the content and amount of alcohol they consume each time they drink. The Strategy recommends that Sailors follow responsible drinking guidelines defined by the U.S. Department of Health and Human Services. The campaign is designed to help people who drink alcohol, reduce their risk of harming themselves or others.

# How to Implement the Campaign

- The messages of *The Domino Strategy* are divided into two phases, each with its own color theme:
  - **Do You Count?**
  - **What's Inside?**
- Each phase should be rolled out **separately**. **Do not display posters ,banners, and table tents of all phases all at once**. Each phase should last 4-8 weeks before presenting the next phase.
  - **Do You Count?** Should last 4-8 Weeks
  - **What's Inside?** Should last 4-8 Weeks

# How to Order

- **Commands are allowed to order Domino Strategy Phase 1 and Phase 3 materials from the Navy Logistics Library; however, the Navy no longer uses Phase 2 materials. Phase 2 shall not be ordered.**
- All materials are available at no cost to all Navy commands for ordering through the **Navy Logistics Library**. Supply personnel may order them via <https://nll1.ahf.nmci.navy.mil> (for NMCI computers) or <http://www.navsup.navy.mil/navsup> (if NMCI is not available).
- **How to order items in NLL:** In the "Keyword" field, search "Domino". A list of items will appear. Select the items you would like to order.
  - Supply Personnel must submit order to NLL
  - Order Form with Stock numbers and Publication numbers [here](#)

# Phase 1 Posters

## HOW TO DRINK RESPONSIBLY.

**0 - NO ALCOHOL FOR PEOPLE WHO ARE:**

- Under 21.
- Operating any type of vehicle or machinery.
- Pregnant, trying to become pregnant, or breastfeeding.
- Recovering alcoholics or drug dependent.
- Using certain medications.

**1 - NO MORE THAN ONE STANDARD DRINK\* PER DAY FOR WOMEN.**

**2 - NO MORE THAN TWO STANDARD DRINKS PER DAY FOR MEN.**

\*1 standard drink = 12 ounces of beer, 5 ounces of wine or 1.5 ounces of 80 proof distilled spirits.

WWW.NPC.NAVY.MIL/SUPPORT/NADAP

THE DOMMO STRATEGY  
NO MORE THAN ONE STANDARD DRINK

## DO YOU COUNT?

Keep track of **HOW MANY** drinks you have.

Start to COUNT.  
[ Zero for under 21, no more than one for women, two for men - daily. ]

WWW.NPC.NAVY.MIL/SUPPORT/NADAP

THE DOMMO STRATEGY  
NO MORE THAN ONE STANDARD DRINK

## WHY COUNT?

YOUR DRINKS

When you lose count you lose control.

COUNT your drinks.  
[ Zero for under 21, no more than one for women, two for men - daily. ]

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THE DOMMO STRATEGY  
NO MORE THAN ONE STANDARD DRINK



Count carbs.



Count minutes.



Count reps.



Count drinks.

WWW.NPC.NAVY.MIL/SUPPORT/NADAP

**You count everything else.  
Start counting **your drinks.****

**Follow the 0-1-2 Responsible Drinking Guidelines:**

0 - Drinks for people who are under 21 and others who should refrain from alcohol use. 1 - No more than one standard drink per day for women. 2 - No more than two standard drinks per day for men.

THE DOMMO STRATEGY  
NO MORE THAN ONE STANDARD DRINK

# Phase 1 Outdoor Banners

**Do you**  
**COUNT?**

Keep track of **HOW MANY**  
drinks you have.

Start to COUNT.  
[ Zero for under 21, no more than one for women, two for men – daily. ]

[WWW.NPC.NAVY.MIL/SUPPORT/NADAP](http://WWW.NPC.NAVY.MIL/SUPPORT/NADAP)

  
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ON HOW TO DRINK RESPONSIBLY.  
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**Count carbs.**

  
**Count minutes.**

  
**Count reps.**

  
**Count drinks.**

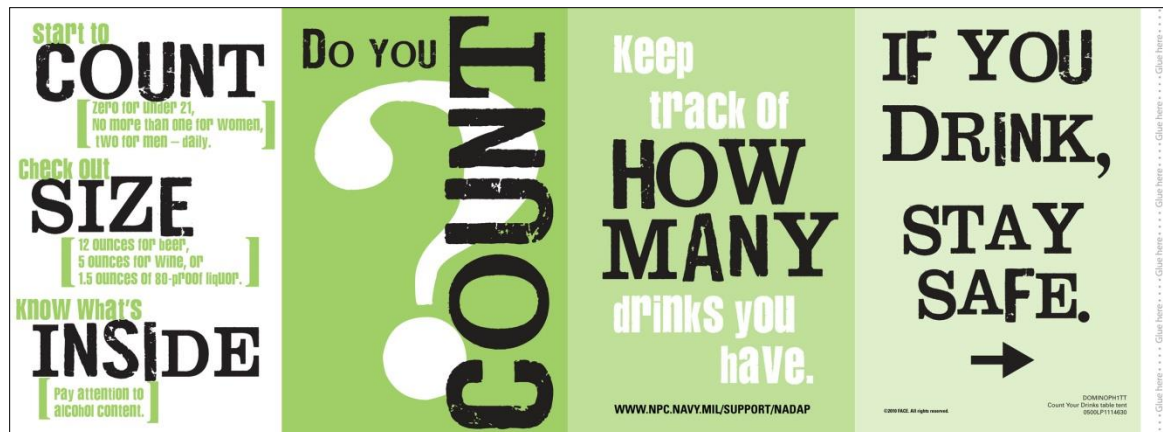
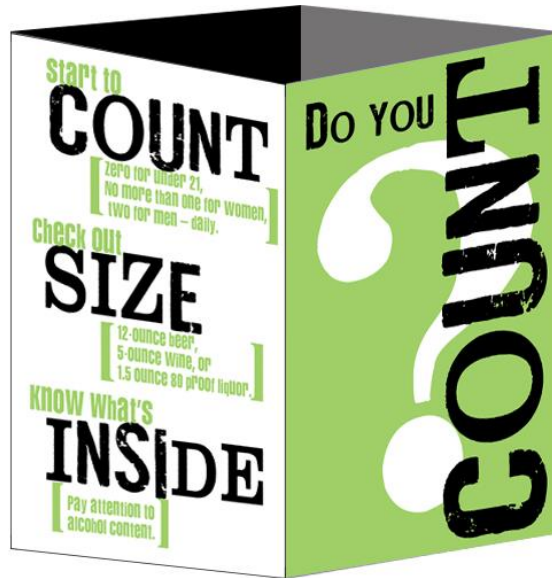
**You count everything else.  
Start counting **your drinks.****

Follow the 0-1-2 Responsible Drinking Guidelines: Zero for under 21, no more than one for women, two for men – daily.

[WWW.NPC.NAVY.MIL/SUPPORT/NADAP](http://WWW.NPC.NAVY.MIL/SUPPORT/NADAP)

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ON HOW TO DRINK RESPONSIBLY.  
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# Phase 1 Table Tents



# Phase 3 Posters

**HOW TO DRINK RESPONSIBLY.**


**0 - NO ALCOHOL FOR PEOPLE WHO ARE:**

- Under 21.
- Operating any type of vehicle or machinery.
- Pregnant, trying to become pregnant or breastfeeding.
- Recovering alcoholics or drug dependent.
- Using certain medications.

**1 - NO MORE THAN ONE STANDARD DRINK\* PER DAY FOR WOMEN.**

**2 - NO MORE THAN TWO STANDARD DRINKS PER DAY FOR MEN.**

\*1 standard drink = 12 ounces of beer, 5 ounces of wine or 1.5 ounces of 40-proof distilled spirits.



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dominostrategy.org

This strategy has been adapted from the U.S. Department of Health and Human Services, U.S. Department of Agriculture, National Institute on Alcohol Abuse and Alcoholism, and the National Highway Traffic Safety Administration.

**WHAT'S INSIDE?**

**Not all drinks are created equal.**

Pay attention to how much alcohol is in your drink.



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**KNOW WHAT'S INSIDE.**

Pay attention to **HOW MUCH** alcohol is in your drink.

If you drink, stay safe.

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# Phase 3 Outdoor Banners

**KNOW  
WHAT'S INSIDE.**

Pay attention to **HOW MUCH** alcohol is in your drink.

If you drink, stay safe.

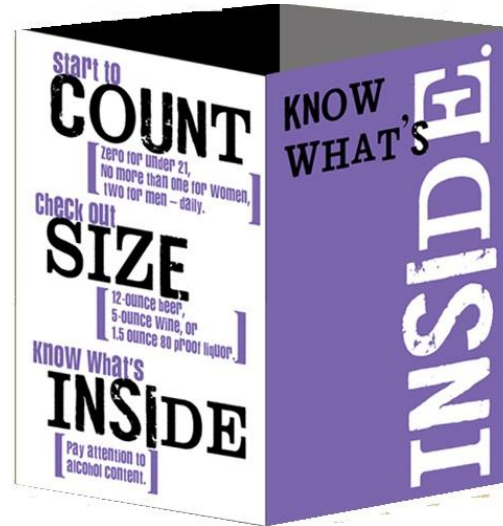
[www.NADAP.navy.mil](http://www.NADAP.navy.mil)

DOMINO STRATEGY  
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# Phase 3 Table Tents



<p>Start to <b>COUNT</b> [zero for under 21, no more than one for women, two for men - daily.]</p> <p>Check out <b>SIZE</b> [12 ounces for beer, 5-ounces for wine, or 1.5 ounces of 80-proof liquor.]</p> <p>Know what's <b>INSIDE</b> [Pay attention to alcohol content.]</p>	<p>KNOW WHAT'S <b>INSIDE</b></p>	<p>Pay attention to <b>HOW MUCH</b> alcohol is in your drink.</p> <p><a href="http://www.NADAP.navy.mil">www.NADAP.navy.mil</a></p>	<p><b>IF YOU DRINK, STAY SAFE.</b></p> <p>➔</p> <p><small>DOMINOPHET What's Inside Table Tent ©2014 PTI 13088</small></p>
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# Domino Strategy Pamphlets

## Please Drink Responsibly

0 1 2 3 4 5 6 7 8 9 10 11 12

Most of us are familiar with the phrases, "know when to say when" or "drink responsibly." But what do they really mean? How much is too much? And where is the line between responsible, safe drinking and irresponsible, dangerous drinking? *The Domino Strategy on How to Drink Responsibly* will help answer these questions.



## Start by Counting Your Drinks

Count drinks.

Many public health initiatives use specific numbers or a counting system to help us make healthy lifestyle choices. A few examples of these include:

- The USDA Food Pyramid that encourages us to count our daily servings within specific food groups to lower our risk of heart disease and stroke.
- The American Dental Association's recommendation that we brush "two times a day" to prevent tooth decay.
- Weight loss programs that suggest we count calories or carbohydrates to maintain a healthy lifestyle.

*The Domino Strategy* uses a similar philosophy and recommends people count their drinks and follow responsible drinking guidelines that are defined by the U.S. Department of Health & Human Services.

## How to Drink Responsibly

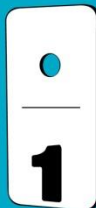
0 1 2 3 4 5 6 7 8 9 10 11 12

As part of *The Domino Strategy*, responsible drinking guidelines take the guesswork out of "how much is too much" and help us evaluate our own drinking patterns.



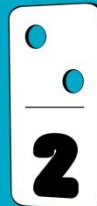
**0 - No alcohol for people who are:**

- Under 21.
- Operating any type of vehicle or machinery.
- Pregnant, trying to become pregnant or breastfeeding.
- Recovering alcoholics or drug dependent.
- Using certain medications.



**1 - No more than one standard drink\* per day for women.**

\*1 standard drink =  
12 ounces of beer,  
5 ounces of wine or  
1.5 ounces of 80-proof distilled spirits.

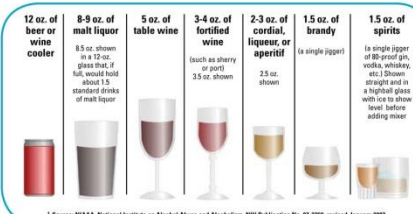


**2 - No more than two standard drinks per day for men.**

## Know What a Standard Drink Is

0 1 2 3 4 5 6 7 8 9 10 11 12

Responsible drinking guidelines outline "one standard drink for women and two standard drinks for men." But what is a standard drink? A standard drink in the United States is any drink that contains about 14 grams of pure alcohol (about 0.6 fluid ounces or 1.2 tablespoons).<sup>1</sup> So, how does that translate? We know that beer is available in 12, 20, 23, 28, 40 and 60 ounce sizes. Malt liquors have more alcohol than a regular beer. And a mixed drink, depending on the type of alcohol and recipe used, could contain enough alcohol for three or four standard drinks. The following chart will help you to understand what a standard drink is so you can safely stay within the guidelines.



**Remember, it is not enough to just count your drinks. It's also important to pay attention to the size and alcohol content of your drinks.**

## DRINK ALCOHOL

0 1 2 3 4 5 6 7 8 9 10 11 12

There are people who should not consume alcoholic beverages. These include:

- Anyone under the age of 21. It is illegal in all states. In addition, the likelihood of becoming a problem drinker is greatly increased for people who begin drinking as teenagers.<sup>2</sup>
- Women who are pregnant, trying to become pregnant or breastfeeding.<sup>3</sup>
- Anyone using certain prescription or over-the-counter medications.<sup>4</sup>
- Those who cannot restrict their drinking to responsible levels.<sup>5</sup>
- People who are drug dependent or are recovering alcoholics.<sup>6</sup>
- Anyone under legal restrictions for their drinking.<sup>7</sup>
- People who have been advised by their physician to refrain from consuming alcohol.<sup>8</sup>



2. National Research Council and Institute of Medicine (2003). *Reducing Drinking-Related Consequences: A Guide for Responsible Drinking*. Washington, D.C.: National Academies Press.  
3. Centers for Disease Control and Prevention (2006). *Alcohol and Pregnancy*. Atlanta, GA: U.S. Department of Health and Human Services.  
4. National Institute on Alcohol Abuse and Alcoholism (2004). *Alcohol and Medications*. Bethesda, MD: U.S. Department of Health and Human Services.  
5. National Institute on Alcohol Abuse and Alcoholism (2004). *Alcohol and Medications*. Bethesda, MD: U.S. Department of Health and Human Services.  
6. National Institute on Alcohol Abuse and Alcoholism (2004). *Alcohol and Medications*. Bethesda, MD: U.S. Department of Health and Human Services.  
7. National Institute on Alcohol Abuse and Alcoholism (2004). *Alcohol and Medications*. Bethesda, MD: U.S. Department of Health and Human Services.  
8. National Institute on Alcohol Abuse and Alcoholism (2004). *Alcohol and Medications*. Bethesda, MD: U.S. Department of Health and Human Services.

## Should Not Drink Alcohol

0 1 2 3 4 5 6 7 8 9 10 11 12

There are a variety of circumstances or situations where people should not drink alcohol. These include:

- Anyone operating any vehicle, including:
  - cars
  - motorcycles
  - boats
  - jet skis
  - snowmobiles
  - all-terrain vehicles
  - bicycles



- People who need to be alert while:
  - working with machinery or dangerous equipment
  - engaging in challenging physical activities
  - or when they are responsible for public order and the safety of others



## Know What a Standard Drink Is

0 1 2 3 4 5 6 7 8 9 10 11 12

Most of us don't realize that more than one drink a day for women or two drinks a day for men can put our safety and health at risk. When responsible drinking guidelines are not followed, a "domino effect" of negative outcomes can happen. Just like one domino tips the next, a chain reaction begins to occur. It can be the same with drinking. With each drink, there is a deterioration of judgment, alertness, self-control, reasoning and memory. It becomes harder to detect danger and make good decisions. That's why following responsible drinking guidelines as closely as possible is so important. Use the 0-1-2 counting system as your guide and know what a standard drink is.



## THE DOMINO STRATEGY ON HOW TO DRINK RESPONSIBLY

It's a healthy choice.

The goal of *The Domino Strategy on How to Drink Responsibly* is to encourage people over the age of 21 to implement responsible drinking guidelines. While it is not required that you follow *The Domino Strategy*, it is a choice you can make to improve the health and safety of yourself and those around you.

Find more information about The Domino Strategy on How to Drink Responsibly at:

WWW.NPC.NAVY.MIL/SUPPORT/NADAP












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DOMINO001 | Domino Strategy on How to Drink Responsibly | DOM11-001



To view a complete list of the campaign materials, visit the NADAP webpage.

[https://www.public.portal.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/nadap/campaign\\_events/Documents/Domin%20Order%20form.pdf](https://www.public.portal.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/Documents/Domin%20Order%20form.pdf)

The Domino Strategy on How to Drink Responsibly Order Form				
Submit Orders to: <a href="https://nll.nmci.navy.mil">https://nll.nmci.navy.mil</a> and products will ship FREE to your command.				
1. Decide which products and how many you want - Enter numbers in the order column. For packaged products please also enter TOTAL requested, i.e. 2 packs x 50 = 100 Total	2. A. Contact your Logistics Specialists or supply department to get the appropriate Unit Identification Code (UIC) and help ordering products. B. They must have an NLL account. For help ordering or setting up an account from the Naval Logistics Library call: 1-866-817-3130 or 215-697-2626/DSN 442-2626 C. Supply this completed form.		3. Insert Organizational UIC All products will be shipped to physical address associated with the UIC in the System (usually a receiving office or supply delivery address for the base). Insert UIC Here:	4. In addition to the UIC include an Attention Line here for delivery notification (No more than 35 characters including telephone number) Insert Attn. Line Here:
PUBLICATION NUMBER	PUBLICATION NAME		QUANTITY	Total ORDER
DOMINOPH1P1	Phase 1 Do You Count? Poster Pack			Pack of 30
DOMINOPH1P2	Phase 1 Count Your Drinks Poster			Pack of 10
DOMINOPH3P1	Phase 3 Know What's Inside Poster Pack			Pack of 30
DOMINOPH1TT	Phase 1 Count Your Drinks table tent			Pack of 50
DOMINOPH3TT	Phase 3 Know What's Inside table tent			Pack of 50
DOMINOBRO01	Domino Strategy on How to Drink Responsibly Brochures			Pack of 100
DOMINOPH1BN	Phase 1 Do You Count 3' x 8' Banner			Pack of 1
DOMINOPH1B2	Phase 1 Count Your drinks 3' x 8' Banner			Pack of 1
DOMINOPH3BN	Phase 3 Know What's Inside 3' x 8' Banner			Pack of 1

More information: Call

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